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...also inside, a seldom-seen offer to try at *half price*, a magazine that piques some of the best minds in the world.

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“If the transition from the Los Angeles of 1927 to that of 1967 had occurred overnight, Angelenos surely would have rebelled. But a gradual 40-year transition has permitted southern Californians actually to convince themselves that the Los Angeles basin of 1967 is a suitable habitat for *Homo sapiens*. □ It is clear that man’s present physical and psychic environment is far from optimum, and that permitting today’s trends to continue is likely to lead to further rapid deterioration. We know also that we will have a dramatic increase in the death rate in the near future, an increase we can do nothing about. What then should be our course of action?”

Some answers inside.

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Current Guarantee

If for any reason, CURRENT fails to live up to your expectations, you will be issued a refund on the unfulfilled portion of your subscription immediately upon cancellation.

1. "Our income-tax system should eliminate all deductions for children and replace them with a graduated scale of increases. Luxury taxes should be placed on diapers, baby bottles and baby foods."
2. "We should pass Federal laws which make instruction in birth control methods mandatory."
3. "Announce that we will no longer ship food to countries where dispassionate analysis indicates the food population unbalance is hopeless."
4. "Accept the fact that if we can use our power to further military goals, then it can be used for the good of mankind as well."

Population biologist
Paul R. Ehrlich on "Planning
the Post-Famine Environment"
as quoted in CURRENT Magazine

Dear Reader:

You opened the envelope (and are reading this) out of anger, agreement, or curiosity.

No matter which reaction was yours I guarantee the next few paragraphs will demonstrate that your time has not been wasted. For I am about to invite you on an adventure which will last as long as you demand the right to think for yourself.

It is an adventure which others find cheap enough at \$10 a year, but which can be yours for half that price -- just \$2.87 for 7 months.

I am, of course, talking about Current -- a magazine whose best description is its name. But as often happens, the best is not adequate. So let me explain why we publish Current and why I think you should be reading it.

Current, of course, means the present, today -- what's happening now and, inevitably, how it's going to affect the future. Yours, mine and our children's. But Current

is also symbolic of an intellectual force in the river of man's intelligence. A current that runs deep and, as we see more and more each day, cannot be dammed nor diverted.

Our method is deceptively simple. We take the thoughts of the best, most qualified men and women and reproduce them exactly as they expressed them and without editorial comment. No matter what medium was originally used, newspapers, magazines, radio, television, speeches or books, Current acts as an electronic booster to a select group of concerned and discerning subscribers.

It provides them with observations like Arthur Koestler's in "The Evolution of Man: What Went Wrong?" "What the record indicates is that in the major disasters in our history, individual aggressiveness for selfish motives played an almost negligible part compared to unselfish loyalty and devotion to tribe, nation, religion, or political ideology."

Or take Ralph E. Lapp, science consultant, on "Should Space Research Go Private?" "Had President Kennedy been confronted in 1961 with a choice -- sending men to the moon or bringing relief to the ghettos -- I think he would have postponed the Apollo project."

Adolf A. Berle shares his concern with Current readers through an excerpt from his book "The Three Faces of Power"; "The Court has acquired and exercises senior legislative power in the United States, particularly in the field of education and local government. It has claimed like power over economic organizations -- large corporations -- under antitrust and other laws. I believe our problem is to suggest a possible method of extricating the Court from the position of danger as well as honor it has acquired."

If you are at all close to the academic world (and there are few people who are not these days) you'll be more than a little interested in Robert M. Hutchins' comment: "History suggests that all bodies of privileged persons tend to deteriorate, and the Oxford of Edward Gibbon and Adam Smith shows that ancient universities are not an exception to the rule. They do not seem to be able to find within themselves the meaning of regeneration."

Our "Source" pages for each issue are almost as

revealing as the 64 other pages we publish each month. For here you'll find publications like "The New York Times", London's "The Observer", "The Wall Street Journal", "Encounter", "Dissent", "Fortune", "American Journal of Economics and Sociology" and the books of such publishers as Doubleday, Harcourt, Brace & World, Random House and Harper and Row.

This perhaps explains the legend which appears under our title every month: "The new thinking from all sources on the frontier problems of today."

It is, we think, your good fortune that our purview is difficult to define ... and therefore, to limit. It would be simple to say that we were a sociology, an ecology, a psychology, an economic, an education magazine. It is none of these and it is all of them. But most of all it is a magazine that stimulates the intellect.

Saying that "the polarization of power into two great and hostile groups shattered the new concept of the United Nations as completely as the League of Nations was destroyed by the rise of Nazism and Fascism between the wars", Harold Macmillan suggested to our readers how the UN can be revived ... and why it must be.

Ira Glasser may well twit your conscience even if you have never been in uniform when he points out: "The chilling fact is that the army does not deny the existence of war crimes; it simply denies its responsibility for them Adolf Eichmann lodged a similar protest at his trial -- 'I never killed any human being. I never gave an order to kill either a Jew or a non-Jew; I just did not do it.'"

If you have read this far you have an idea of what Current is all about. And at least a mild interest. I believe we can intensify that interest with just a single issue. If I'm wrong, you'll have risked little in proportion to the possible gain. For simply by cancelling your subscription, you'll receive a full refund for any issues that were undelivered.

On top of that our introductory offer is for a brief term and at a happy reduction of 50% -- 7 months for just \$2.87.

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Frances Green

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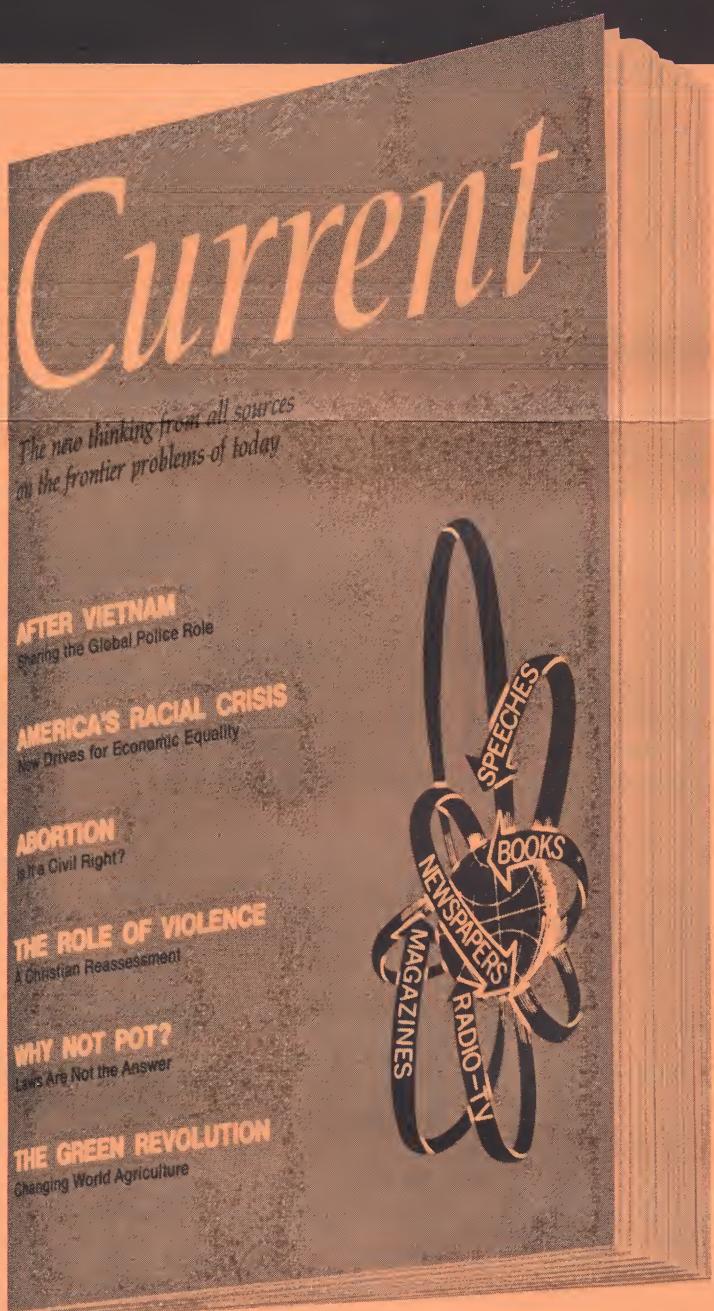
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Current means timely



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 The Uses of History

"As one grows older and begins to appreciate the limitations imposed on his existence by economic insecurity, infirmity, and death, the pressures to compromise principles steadily increase. □ The problem with many youths is that they are so intellectually committed to their idealism that they cannot honestly face themselves when they compromise their idealism."

Seymour L. Halleck on "Youth In College: The Psychological Price of Deferment"

"The faculty bears a deep responsibility for the death of the humanities. It is not simply a case of scholarship at the expense of teaching, but a neglect of both in favor of committee rituals, cocktail parties, and a subtle corruption of humanistic scholarship."

James H. Billington on "Reforming Higher Education: Is Liberal Education Dead?"

"A subtle shift in usage has taken place from 'people' to 'public'. In east Europe 'people' has often been an abstraction: 'enemy of the people,' 'people's courts.' It has the sniff of dictatorship about it. You give the 'people' what they need. You grant the 'public' what they want. The public has emerged: the people have gone. Opinion emerges, dogma ebbs."

Ross Terrill on "Changing Communism: From Communism Towards Democracy"

"As Mr. Pat Holt (a consultant to the Foreign Relations Committee) puts it, 'U.S. political policies have been dominated by short-range considerations.' We all know what these considerations are: there is a war on in Vietnam, so let us not have trouble elsewhere. The result is a policy of stop-gap measures to shore up existing governments, both democratic and dictatorial, provided they are reasonably friendly to the United States."

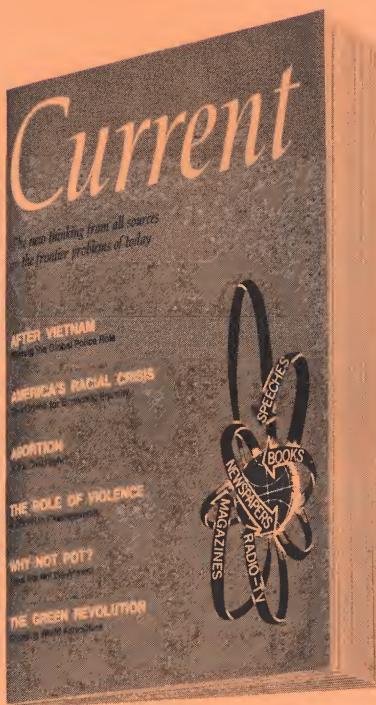
Ernst Halperin on "Ending Intervention in Latin America: Can the Alliance Work?"

"Be it said to the credit of our students that what disturbs them most deeply are public rather than private wrongs; what chiefly alienates them from the university is not its failure as an educational institution, but as a public institution; not its intellectual miscellaneousness, but its moral obtuseness."

Henry Steele Commager on "Why Student Rebellion?"

If you agree with everything that preceded this line you most likely should not use the enclosed card nor the coupon below. We don't agree with all of it, but we publish it because it's the considered opinion of people who are worth considering. And unless this offer is misdirected, ensuing, and similar thoughts are indeed worth *your* consideration.

Ergo...



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